Art in Paper Hanging

KAYSER & ALLMAN

SUCCESSORS TO M M KAYSER & CO.

WHOLESALE & RETAIL

PAPER HANGINGS

ROOM MOULDINGS

WINDOW SHADES

RETAIL DEPARTMENT
932-934 MARKET ST

TELEPHONE
2179

PHILADELPHIA, PA.

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1567

WHOLESALE DEPARTMENT
418 ARCH ST

and Interior Decoration

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River Rain
8/80

TO OUR PATRONS

Having successfully established a large business by which we supply the consumer of Wall Paper in any part of the United States, we invite your special attention to this book, which we issue at a great cost of time, labor, and expense.

Our plan is pure and simple, therefore successful.

Our goods are New Style, Cheap and Perfect, therefore satisfactory. As all these samples are cut from the rolls now in stock, there can be no misrepresentation.

CHEAPNESS, STYLE, AND PERFECTION are what we aim for.

Why can we sell so cheaply? Because we not only buy our papers in immense quantities at lowest cash prices, but also save heavy freight charges on them, as we are located in Philadelphia, where all wall papers are manufactured.

Another reason for selling so cheaply. We sell for CASH ONLY, and therefore lose nothing in bad debts; consequently you get the benefit of our Motto, "Sure sales, small profits."

Our terms are CASH. We will not charge goods to any one, but will ship C. O. D. by Express.

Goods shipped C. O. D. are subject to no discount, as we must pay the Express Company for returning the money. Besides, if money accompanies your order, we can ship by freight, thus saving you more than half of the express charges.

We will guarantee all our goods to be perfect, and full length, and if not satisfactory will cheerfully rectify or exchange.

In concluding, we respectfully ask you to give this book your careful perusal and attention. Try to get up an order, and get your friends and neighbors to go in with you. If you cannot find what you want, or should you desire larger sample of any pattern in this book, your request for same will meet with prompt attention.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

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OUR CHEAPEST PAPER

Any of the Following Patterns only 4 Cents a Single Piece.

Just think! Eight yards of perfect wall paper for 4 cents.

Who can't afford to paper and beautify their homes when we sell paper as low as this.

The days of wall paper as a luxury have certainly gone by, when 35 cents will buy enough Paper to cover the side walls of n ordinary room.

Of course, we would rather see you buying the better grades, as they are proportionally as low in price, and it costs no ore time or labor to hang a better paper than a cheap one, but here they are if you want them.

Ceiling Paper to match, 6 cents a single roll.

3	INCH BORDER TO MATCH,		1	CENT PER YARD.	
5	"	"	2	"	"
7	"	"	2½	"	"
10	"	"	3	"	"

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

Suggestions for Ceilings and Borders

No one denies that we are the largest Wall Paper Concern in the country, nor the fact of our being the PIONEER HOUSE in sending samples and doing business in our line by mail. But that isn't what we want to get at. What we want to say is this:

In sending out samples for the past twenty years, we have always sent samples of Ceilings and Borders along with Side Walls, so that our customers might make their own selections. This we now find unnecessary, as the great advancement lately made in interior decoration demands a Match Ceiling and a Match Border for each Side Paper. But having had repeated requests for samples of borders, we enclose in this book a sample of our match border, so that you can form an idea of our taste before leaving to us the selection of border and ceiling.

Instead of sending you fewer Side Walls and samples of Borders and Ceilings, we are sending you Side Walls only, but MORE OF THEM, and asking you to leave the selection of Ceilings and Borders to our judgment.

You certainly must grasp the advantage our customer gains by this plan. Don't you? It not only saves us time and material in cutting samples of Ceilings and Borders, but also enables us to sell at a much closer margin, as the Borders we formerly cut into Samples ran into THOUSANDS OF DOLLARS.

Luckily for you and our mailing clerks, the Factories now make a Match Ceiling and a Match Border for every Side Wall printed, so that when you order so many pieces of such or such a pattern, you say, "Send me so many pieces of MATCH CEILING, and so many yards of such a width or price BORDER."

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

OUR BEST WHITE BLANKS

Any of the Following Patterns only 6 Cents a Single Piece.

The patterns following this announcement are the best grades of White Blanks, printed on 9 oz. Rag Stock.

We don't handle any papers made from straw or wood pulp, but use goods from such factories as The Wm. Campbell Co., The Leissner, Midlen & Hughes Co., Standard Wall Paper Co., Geo. Halbert Co., Phila. Wall Paper Mills, all manufacturers of the finest and best known grades of paper hangings.

When you paste these papers they have sufficient body and strength to hold together until you get them on the wall. They don't fall apart as soon as pasted, like some grades of Brown Backs, and even some White Blanks do.

We feel confident that you'll find a pretty pattern among them for your dining-room or bed chamber, or maybe you want something a little better.

Don't stop at the first or cheapest paper, but look carefully through and then make your selection.

Ceiling Paper to match, 6 cents a single roll.

3	INCH BORDER TO MATCH,		1½	CENTS PER	YARD.
5	"	"	2	"	"
7	"	"	2½	"	"
10	"	"	3½	"	"
18	"	"	5	"	"

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

RULE FOR MEASURING A ROOM AND HOW TO ORDER

Measure every side of the room and add the number of feet together; multiply the sum obtained by the height of the room in feet. To allow for doors and windows, multiply the height of each by the width; add all together and deduct from amount. Then divide by 36; the result is the number of single pieces required for side walls.

Sufficient allowance should be made for matching and waste.

EXAMPLE.—Room 15 feet long, 12 feet wide, 9 feet high. One window, 6 x 4 feet. One door, 7½ x 4 feet.

$$15+15+12+12=54\times9=486$$

1 Window, $6\times4=24$

1 Door, $7\frac{1}{2}\times4=30$

$$\begin{array}{r|l} & 54 \\ \hline 36 & 432 \\ \hline & 12 \text{ single pieces.} \end{array}$$

To measure a ceiling, multiply the length of your room in feet, by the width in feet, then divide the result by 36.

EXAMPLE.—$15\times12=180\div36=5$ single pieces.

The number of yards of border required is the number of feet around the room divided by 3.

All wall papers come in double rolls or pieces, and all prices quoted are for SINGLE ROLLS or pieces. A single piece of paper contains 8 yards, 18 inches wide (when trimmed), consequently a double roll or piece contains 16 yards, 18 inches wide.

Wall papers are put up in double rolls for convenience in shipping and saving waste when hanging.

In ordering, to avoid confusion, please state the number of SINGLE ROLLS required. We never trim paper before shipping, as the edge or selvage is put on for the peculiar purpose of protecting it while in transit.

Order borders by the yard, as all prices on borders are quoted per yard. The wider the border selected the prettier the effect, besides saving on side paper.

After finishing your selections cut a small sample from the end of the book, say about 1 inch long by 2 or 3 inches wide. This will not spoil your book. Mail the sample to us, stating number of SINGLE PIECES required, also number of pieces required for ceiling, and number of yards and width of match border.

Also please state how and where to ship, thus saving us considerable trouble and insuring you prompt and efficient delivery.

KAYSER & ALLMAN,

932-934 Market Street, } Philadelphia, Pa.
418 Arch Street, }

Our Newest Lustres

Any of the Following Patterns only 8 Cents a Single Piece.

Look at the bright, glistening and sparkling effect these papers present, and then think of their CHEAPNESS.
Surely you can find something suitable for a bed chamber or hallway among these patterns.
We have lovely ceilings, in perfect harmony with any of these side walls, at 8 cents per piece.
We have a beautiful 10-inch match border, but if you want something nobby and stylish order the 18-inch Match Frieze.

10 INCH BORDER TO MATCH, 4 CENTS PER YARD.
18 " " 7 " "

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

How to Prepare Walls

A new wall, or a wall which has never been papered, should be sized before papering.

If the walls are calcimined or whitewashed they should be washed down with a sponge, then sized. If the calcimine or whitewash is thick and scaly, first scrape off the scales, then size. All holes and cracks should be filled in with Plaster of Paris.

If the walls are painted they should be treated with Ammonia Water—"One part Ammonia to six parts water."

Look carefully to your sizing. IT IS IMPORTANT.

To make good sizing, dissolve one pound of ground glue to one bucket of hot water. If your walls are in good condition one-half pound of glue will be sufficient.

If walls have been papered no sizing is necessary, but to insure a perfect job it is better to scrape off all old paper. This is advisable from a SANITARY STANDPOINT.

Some of our customers say they cannot use wall paper, as their walls are not plastered. This can be overcome by first using muslin or sheathing paper and then covering with wall paper.

To apply muslin to sides or ceilings, sew enough muslin together to cover desired space, leaving a margin on each breadth of one inch. Draw each breadth tightly, and tack down the margin. All tacks will then be covered by the breadth to follow. Sheathing paper can be nailed to the joists. We enclose samples of same.

Some people, in hanging papers, prefer brushes, while others favor rollers. We quote prices below.

GROUND GLUE,	PASTE BRUSHES,	HANGING BRUSHES,	ROLLERS,	SCRAPERS,
16c. per lb.	Best, $1.40.	Best, 90c.	Hardwood, 90c.	30c.

SHEATHING PAPER, $2.50 per roll of 500 square feet.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

Our Cheapest Gold Papers

AND BEST GLIMMERS

Any of the Following Patterns only 10 Cents a Single Piece.

The fact of our not being controlled by a TRUST not only enables us to sell you our papers 30 per cent. less than other dealers, but also to give you a BIG ASSORTMENT of the LATEST DESIGNS AND COLORINGS.

Why can we sell Gold Papers so cheap? Because we order these papers in lots of TEN THOUSAND PIECES at a time, and naturally the manufacturer is willing and able to give us a CLOSER FIGURE than he would a small buyer.

We control several factories, and know what we are talking about.

Our match ceilings, with plenty of gold, are beauties at 10 cents a single piece.

Our ten-inch gold borders are a perfect match, made to go with papers.

3 INCH GOLD BORDERS TO MATCH, 3 CENTS PER YARD.
10 " " " 5 " "
18 " " " 8 " "

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

HOW TO HANG PAPER

For the benefit of our patrons who have no paper-hangers in their neighborhood, we give a few hints on the "Art of Hanging Paper."

Having properly prepared the walls, the next move is to make good paste. To three pounds of good wheat flour, well sifted, add enough lukewarm water to make a stiff batter, then stir in enough boiling water to make the paste thick and sticky. When cool, thin down with cold water.

You are now ready to commence hanging Ceiling Paper. Cut your paper for ceiling about 3 or 4 inches longer than required, paste one-half of it and fold it toward the centre, then paste the other half and fold it likewise, being careful to have the edges even. Now trim off the edge toward the side wall with shears (always after pasting), thus cutting two thicknesses at once, insuring paste up to extreme edge, and preventing daubing the surface of the paper and table.

Draw a line on the ceiling, 16 inches from the side walls, its entire length; unfold one end of the paper placing untrimmed edge on this line, and brushing paper toward the side wall, allowing it to run down the side walls about 2 inches on sides and both ends. Be careful to follow your marked line with your first breadth. Proceed with next breadth, letting the trimmed edge lap over the untrimmed edge of your first breadth. Continue this way until ceiling is finished.

Next cut a strip of your Side Paper long enough to reach from washboard to bottom of Border. Trim and paste same as Ceiling Paper, and hang your first breadth either in a corner of a room or next to a door or window. This will insure its being straight. Continue in this manner all around the room, using the short pieces left for over the doors and under windows. Stick the top of the paper in position, then brush or roll toward the washboard until all wrinkles are removed. It may seemed wrinkled then, but don't let that discourage you, as they will disappear when the paper dries.

Lastly, put on your Border, and the room is finished.

Ceiling decorations can be put on in the same manner, to suit your taste.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

OUR VARNISHED GOLDS

Any of the Following Patterns only 15 Cents a single piece.

We have tried to give you a clear idea "How to Paper," but at the same time we hope you will encourage your local paper-hanger, IF YOU HAVE ONE, by giving him the work.

We are believers in the old-time saying, "Live and let live." Some of you may say, "That is a very charitable motto," but "charity begins at home." So it does, friends, and if you feel that you cannot afford to pay a paper-hanger, you can at least try to hang the paper yourself.

Many people have an idea that Gold Papers are still selling at 50 cents, and this fact, coupled with the expense of bringing a paper-hanger FROM THE CITY, often discourages cultured and refined people from beautifying their homes, and making them more cheerful. Hence this little book, with its tempting array of style and color.

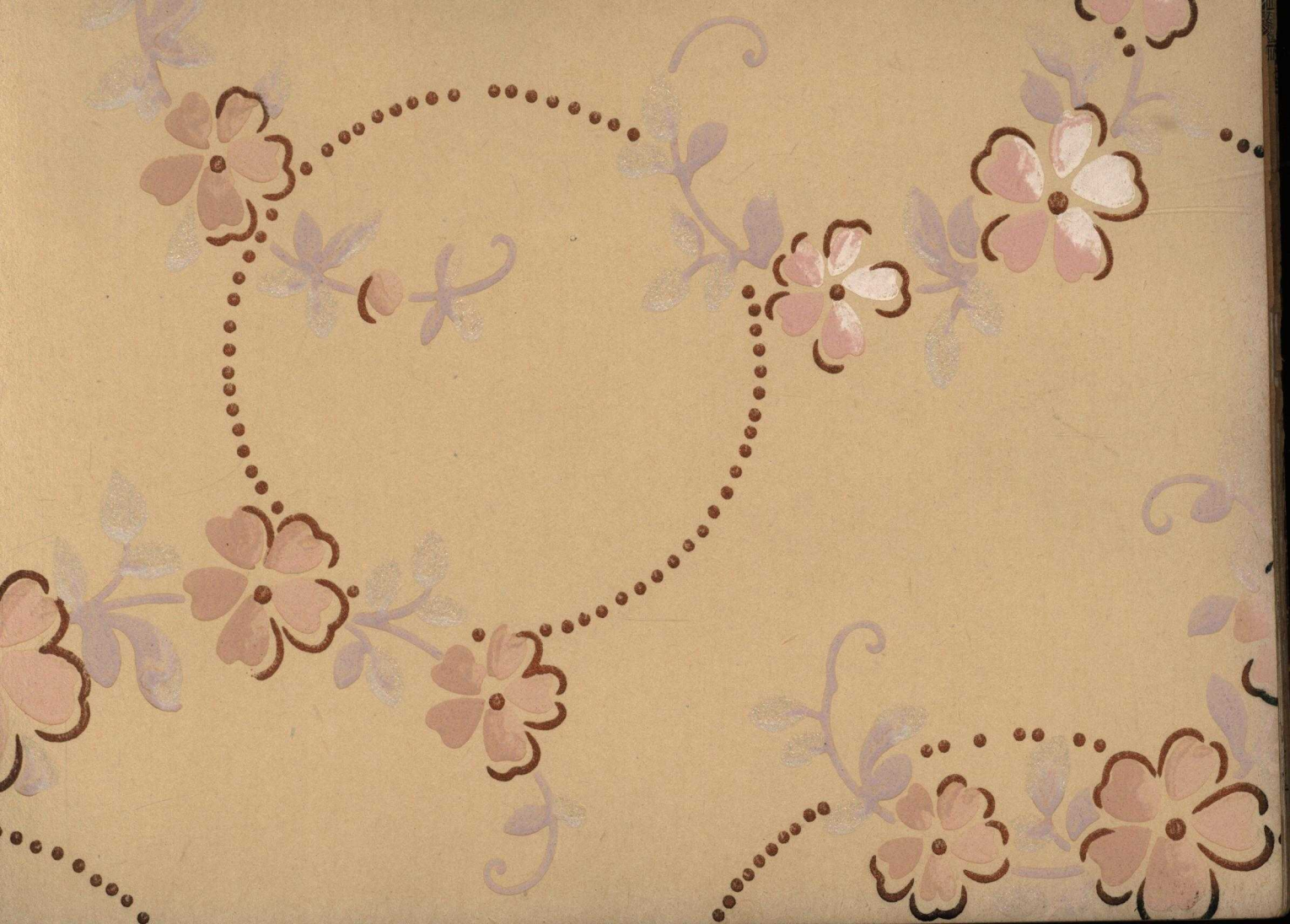
Can we tempt you to buy any of these Gold Papers, when we assure you that we have stylish Ceilings to match any pattern at the same price? 15 cents a single piece.

Our 10-inch, as well as our 18-inch, Friezes or Borders are a perfect match, both in design and color.

10 INCH GOLD BORDERS TO MATCH, 6 CENTS PER YARD.
18 " " " " " 10 " " "

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**



Suggestions on Ceiling Decorations

"A thing of beauty is a joy forever." A Decorated Ceiling is to a room as a beautifully gilded frame is to an oil painting or steel engraving. Any one of good taste and an eye for the beautiful will buy a border for their carpet, at a cost of **from $1.75 to $2.50 per yard.**

We leave it to your good judgment, which is most prominent to the casual observer, the border on your carpet, almost hidden by your furniture, or the decoration on the ceiling, with its uninterrupted view.

For two or three dollars we can decorate a ceiling.

What we mean by a Decorated Ceiling is the running of a 7, 10, or 18-inch Border on the ceiling, in the form of a panel, and putting a Match Corner Piece in each corner or angle of the decoration.

If you have no Plaster-of-Paris centre-piece, we can give you a beautiful paper centre-piece, easy to hang, made to match the Decoration and Corner Pieces.

Many people favor a 9 or 12-inch Stile. What is a Stile? A strip of colored tint in harmony with the selection, run on the ceiling between the side Frieze and the Decoration. This has the effect of not only enhancing the beauty of both side and ceiling borders, but also giving the ceiling a higher and nobler appearance.

Another advantage, all Ceiling Decorations are made to harmonize with Side-wall Papers and Friezes. When you order a certain Side-wall pattern, leaving the selection of Ceiling, Side Border, and Ceiling Decoration to our judgment, it stands to reason that we will try to please you, not only for your confidence reposed in our judgment, but also for the benefits derived by us in making an artistic combination.

Our prices on Decorations are as cheap in proportion as the other papers. A handsome Embossed Gold 18-inch Decoration at 15 cents per yard; four Hand-Print Corners to match, for $1.00. A 10-inch Decoration, Embossed Gold, at 10 cents per yard; Corners to match, $1.00. Beautiful Match Centre-pieces, Gold Embossed, 75 cents, small, and $1.00, large.

All Decorations are hand print, and on the heavies embossed stock.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street,
} Philadelphia, Pa.

Our Embossed and Gold Papers

Any of the Following Patterns only 20 Cents a single piece

Should any of our customers bring a plain paper to us for embossing (and this is often the case), our charge is 12 cents for embossing alone. Counting the embossing at 12 cents, leaves a margin of only 8 cents to cover the cost of a varnished gold paper.

Now just think a moment—we give a Gold Paper WITH EMBOSSING for 20 cents a piece.

To emboss a paper softens and beautifies it immensely. Besides this advantage, they are always printed on heavier stock.

Our 10 and 18-inch Match Friezes are particularly striking and effective. *Apropos* to Wide Friezes, we would like to mention a fallacy.

So many people imagine a wide border cannot be used, because the room is only 8 or 9 feet high, or the doors or windows run almost up to the ceiling. Don't spoil an artistic effect on account of either or both these causes. The latest style, the noblest effect, and the greatest saving in Side-wall Paper is generously advanced by Wide Friezes, when properly blended. We cannot recommend the use of a border less than 10 inches wide, no matter what the height of ceiling.

We have lovely match Ceilings at 20 cents per piece.

10 INCH EMBOSSED GOLD BORDERS TO MATCH, 8 CENTS PER YARD.
18 " " " " " " 12 " " "

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

"Economy is Wealth"

This oft-repeated quotation is undoubtedly a true one, but all rules have their exceptions. We do not mean to say that great wealth is not often amassed by economy, but we do say, "the line must not be drawn too tightly."

Is it economy to neglect the interior decorations of our houses? Do we not spend many if not most of our days in that cherished place, HOME? "What is home without wall paper?" is to our ears almost as euphonious as many of our very popular sayings.

Economy does not mean the buying of the lowest grades of Wall Paper, or any other article, because it is cheap. It means the buying of a GOOD article at a low price, as low as you can get it.

Wall Paper is a thing of beauty; something to be looked at and admired, not only to-day and to-morrow, then thrown aside, but a NECESSITY that is to remain on your walls for years.

Every time your eye meets the glare of a whitewashed wall or badly colored paper your refined sense and æsthetic taste is shocked. This need not be in this nineteenth century; this age of invention and art, which produces machinery capable of printing handsome gold papers at 30 cents per piece.

Prior to the invention of these gigantic presses, printing twelve colors at each revolution, and when the few papers used were produced by hand at an immense cost, you were justified in saying, "Wall Paper is a luxury; I cannot afford to decorate my walls." But can you say that now?

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

OUR FINE GRADE GOLD PAPERS

Any of the Following Patterns only 30 Cents a single piece

This is the grade of Gold Paper that formerly sold at $1.00 per piece. We have already told you why we can now sell them so cheaply.

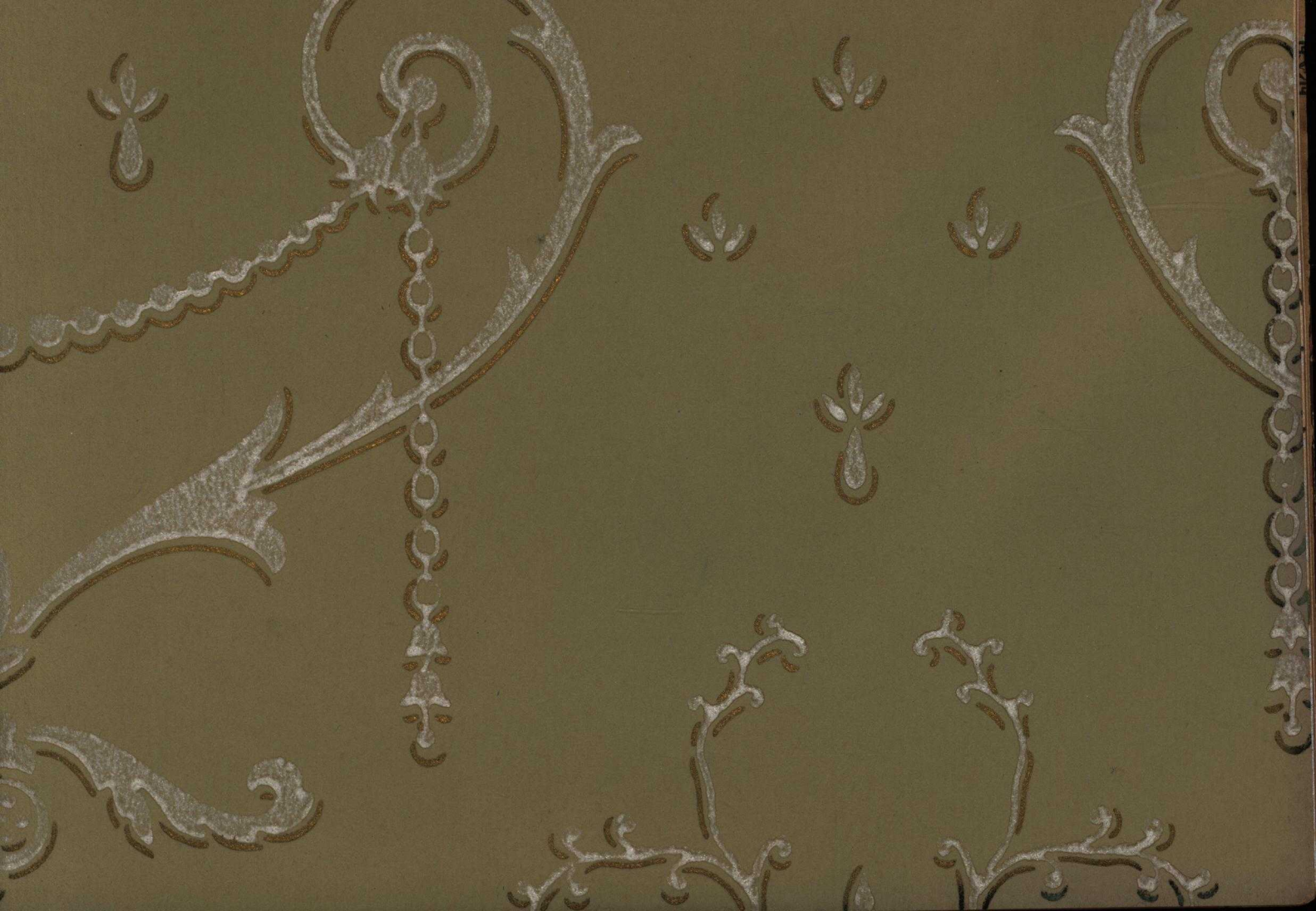
They look well on halls, parlors, sitting-rooms, libraries, dining-rooms, and, in fact, any room that fancy dictates.

Our Borders blend nicely, and the Ceilings made to match are tasty and free in design. Price of Ceiling Papers are 5 cents less in price, only 25 cents per single piece.

10 INCH EMBOSSED GOLD BORDERS TO MATCH, 9 CENTS PER YARD.
18 " " " " " " 15 " " "

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**



HAND PRINT PAPERS

Possibly you contemplate papering and refurnishing the best room in your house—either parlor, library, dining-room, or hall—and naturally your ambition is to make a successful job, combining style, harmony, elegance, and economy.

It is now our desire to show you some of our Finer Grades of Hangings, and still not lose sight of the fact that you have no money to throw away.

Employing, as we do, over 100 paper-hangers and fresco painters in our city of over a million inhabitants, and doing the very finest as well as the cheapest work, it stands to reason that we are in a position to give you the latest modes and ideas. Then, again, being heavy jobbers and retailers of Paper hangings, we are in a position to buy and sell cheaply, always selling new goods. No big business house carries old stock from season to season to work off on unsuspecting customers.

Many of our imitators and competitors may advertise a few leaders as low as some of ours, but is that what you want? We ask in all fairness, that you examine the QUALITY AND STYLE of our papers, at the same time taking into consideration our reputation and reliability.

The success of our business is more due to our well-pleased customers than to any personal effort on our part. What better advertisement can we ask for than well-pleased patrons throughout the country, delightfully showing their friends and neighbors a beautifully papered room at a remarkably low cost.

We not only retain our well-satisfied customers, but nine times out of ten make new customers through their enthusiasm to ventilate a bargain when they get one.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

OUR SPECIAL FINE GRADE PAPERS

Any of the Following Patterns only 40 Cents a single piece

We now come to the highest priced paper in the book, but we don't stop at this grade. We have finer and higher priced papers in our salesrooms, some Pressed Leather Papers running as high as $2.00 per single piece.

These 40 cent papers are the ones, though, which we want to speak about. But what can we say in their favor? It seems to us that they speak for themselves.

They are high toned in color and design, heavy in quality, massive in appearance, and cheap in price. Of course, they look much better in the roll. What papers don't? However, we think we have been quite liberal in our samples. Don't you?

The Ceilings matching 40 cent papers are nobby and new, and are printed on the same grade of stock.

Price of Ceilings, 35 cents per single piece.

18 INCH HAND-MADE BORDER TO MATCH, 18 CENTS PER YARD.

KAYSER & ALLMAN,

932-934 Market Street,
418 Arch Street, } **Philadelphia, Pa.**

For Felts, Granites, or Ingrains

SEE THE ENCLOSED ENVELOPE

Our References:

We have been in Business at
Fourth and Arch Streets for
Twenty Years

We also refer you by special permission to

Chestnut Street National Bank
OF PHILADELPHIA

Penn National Bank
OF PHILADELPHIA

Bradstreet's Commercial Agency

Dun's Commercial Agency

KAYSER & ALLMAN

932=934 Market Street

418 Arch Street

PHILADELPHIA, PA.